

**If You Saw Real Money Across the Street**  
would you cross over to get it? Our esteemed contemporaries, like-wise our competitors, assure us that we are on the wrong side of the street; that the average Richmond shopper will not cross over to take advantage of the extraordinary values we offer in all departments. That this is not so has been eloquently borne out by our ever-increasing business. If you will come to this big, new store to-morrow you will see why more and more people find it to their advantage to buy on what heretofore has been known as "the wrong side of the street."

50 STORES UNDER ONE ROOF AND ONE MANAGEMENT

# WEISBERGER'S

THE STORE  
FOR THE PEOPLE

**Four Big, Roomy, Daylight Floors**  
overflowing with brand-new, dependable, desirable merchandise—goods of standard quality and unquestioned merit at lowest-in-the-city prices. These are the reasons why you should and eventually will, buy practically everything you need for yourself, your family and your home at Weisberger's. Your money will accomplish more here than in almost any other store in the South. The sooner you put us to the test and ascertain the truth of this statement, the better it will be for your own pocketbook. Decide now that you will give us the opportunity to convince you to-morrow.

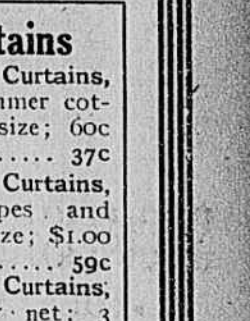
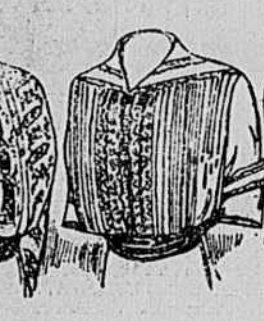
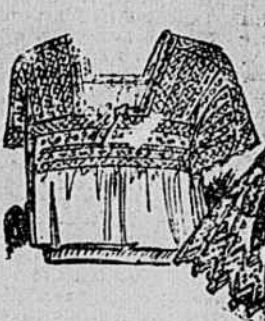
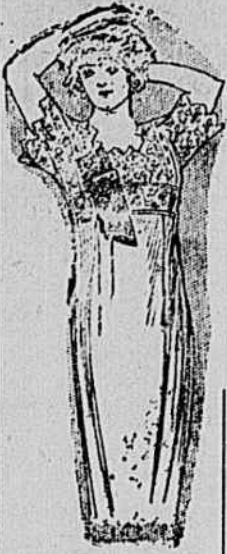
## Our First and Richmond's Greatest MAY SALE OF WHITE

Will Commence Monday Morning, May 12th, When the Doors Open at 8 A. M.

This will be our first sale of this kind. Naturally we have spared no effort to make it a big success. The goods offered are freshly new, dependable and worth your time and money in every respect. The prices are much lower, to the best of our knowledge, than goods of similar quality are sold for elsewhere. Many weeks of careful planning and close purchasing were required to make this sale possible. When the doors open Monday morning you will find hundreds of extraordinary values at your disposal. It will pay you to come and buy your white wear and white goods needs for months to come.

### White Hosiery

Misses' Hose, of good quality silk lisle; regular 25c value; special, at 19c  
Women's Hose, of fine silk lisle, with deep garter top and high-spliced heel..... 39c  
Silk Stockings for women; high-spliced heel and toe; deep lisle garter top; an exceptionally good value at..... 35c  
Pure Silk Hose for women; double lisle sole, toe and heel; high-splicing and deep garter top; unusual value at..... \$1.39



### Exceptional Values in Muslin and Knit Underwear

Nainsook and Cambric Gowns; high or low necks; some with yokes made entirely of embroidery; others prettily trimmed with cluny and Val. lace; 50c value..... 39c  
Nainsook Gowns, tastefully trimmed with shadow and linen cluny laces and Swiss embroidery; specially good value at..... 69c  
Nainsook Corset Covers, trimmed with lace and embroidery; regular 25c value; special for the white sale, at..... 15c  
Nainsook Corset Covers, prettily trimmed with dainty Val. lace and embroidery medallions; extra good values at..... 49c  
Women's Combinations—drawers and corset covers in one—made entirely of embroidery edging; special, at..... 75c  
Cambric Petticoats with deep flounce of embroidery edging and inserting with ribbon beading; regular \$1.00 value..... 85c  
Cambric Drawers, open or closed; embroidery ruffles; regular 25c value; special, at..... 19c  
Princess Slips; well made and good fitting; trimmed with Swiss embroidery and linen torchon lace; 75c value..... 50c  
Gauze Union Suits, trimmed with lace and silk tape around neck and arms; 50c value..... 39c  
Gauze Lisle Vests; light, serviceable and especially desirable for hot weather wear; extra good value at..... 23c  
Women's Gauze Vests, in regular and extra sizes; exceptionally good value at..... 8c

### White Sale Specials in Linens, Muslins and Sheetings

40c Table Damask; full bleached; satin finish; heavy quality; 60 inches wide; special, at, per yard..... 29c  
60c Table Linen; 46 inches wide; guaranteed all pure linen; heavy quality; choice of several neat patterns..... 43c  
89c Pure Linen Irish Table Damask; 70 inches wide; choice of several pretty designs; special, at..... 65c  
\$1.19 German Silver Bleached Table Damask; 70 inches wide; extra heavy and very serviceable; special, at..... 85c  
Pattern Table Cloths, of heavy satin Damask; all pure linen; pretty patterns; 2 yards square; special, at..... \$2.00  
\$3.75 Napkins, of pure Irish linen; heavy quality; desirable patterns; size 22x22; per dozen..... \$2.95  
10c Bleached Muslin; full yard wide; good quality and weight; free from dressing; special, at, per yard..... 7c  
Lonsdale Muslin and "Fruit of the Loom"; universally sold at 12 1-2c a yard; special, at..... 8 1-2c  
18c Pillow Tubing; "Atlantic Brand"; the best made; 42 inches wide; specially priced, at, per yard..... 13c  
15c Cambric Muslin; full yard wide; fine, soft finish; especially suitable for underwear..... 11c  
30c Bleached Sheetting; 2 1-4 yard wide; excellent round-thread quality; free from dressing..... 24c

### New Curtains

Ruffle Muslin Curtains, suitable for Summer cottages; regular size; 60c value; per pair..... 37c  
Ruffle Muslin Curtains, in fancy stripes and dots; regular size; \$1.00 value..... 59c  
Scotch Lace Curtains, of extra heavy net; 3 yards long, 50 inches wide; \$2.25 value; special, at, per pair..... \$1.69  
Fine Lace Curtains, in dainty Brussels effect; fine madras weave, full width and length; \$3.50 value; per pair..... \$2.75

### Laces and Embroideries

Shadow Laces, edges and insertions; 2 to 4 inches wide; values to 15c; special at..... 7c  
Embroidery Edges and insertions; 3 to 7 inches wide; various patterns; 19c values; per yard..... 11c  
Embroidery Flouncing, in pretty baby patterns; 18 inches wide; regular 39c value; per yard..... 25c  
All-over Embroidery; 22 inches wide; choice of large and small patterns; 59c value..... 39c  
Embroidery Flouncing, in beautiful open and blind patterns; 27 inches wide; 75c value..... 45c  
Venice Lace Bands; 4 to 5 inches wide; regular 69c quality; special, at, per yard..... 45c  
Oriental Net all-over lace, in white and ecru; 18 inches wide; 75c value..... 49c  
Embroidered Linen flouncing; 45 inches wide; \$1.25 value; special, at, per yard..... 95c

### White Yard-Goods

10c White Goods, barred and checked, suitable for waists and children's dresses; per yard..... 7 1-2c  
English Longcloth; 36 inches wide; soft chambray finish; especially suitable for undergarments..... 8 1-2c  
15c White Lawn; 40 inches wide; fine, sheer and evenly woven; very special at, per yard..... 9 3-4c  
Fancy Waistings; choice of a large variety of fine, sheer fabrics; specially priced at, per yard..... 12 1-2c  
Linen Finish Suiting; 36 inches wide; splendid quality and weight for Summer skirts and suits..... 11c  
Mercerized Batiste; full yard wide; excellent quality and an extra good value at..... 19c  
29c White Crepe; plain or corded; 27 inches wide; splendid quality for shirt-waists..... 23c  
Jacquard Madras, in pretty patterns; suitable for waists and dresses; 27 inches wide..... 23c

### Women's White Suits, Dresses and Skirts

\$3.00 White Wash Dresses, of linen, pique and ratine; trimmed with embroidery; also a few dainty lingerie dresses; special for the white sale at..... \$1.95  
\$5.00 Voile and Lingerie Dresses, beautifully trimmed with lace and embroidery; choice styles that should disappear in a jiffy at the special price..... \$3.95  
\$10.00 Voile and Lingerie Dresses, charmingly trimmed with lace and embroidery; extra special..... \$7.95  
\$15.00 Lace and Embroidery Dresses, in exquisite designs and the season's choicest models; special..... \$11.95  
\$15 Tailor-Made Suits, of cool, summery white serge; exceptional in quality, style and fit..... \$9.95  
White Pique Skirts—Exceptional values are offered for the white sale at the 89c special price of..... 89c



### Extra Special Values in White Waists

Women's Voile Waists, in handsome new styles, including charming hand embroidery effects, daintily trimmed with German, Val. and cluny laces; choice of high or low necks; regular \$2.25 values; special for the White Sale at only..... \$1.49  
Voile and Lingerie Waists, in newest effects, including the Bulgarian styles now in such great demand; high and low necks; many only one of a kind; some were as high as \$1.25; choice, while they last, at only..... 65c

### An Extra Special Value in Corsets

Coutil and Batiste Corsets, with four hose supporters; hook in front and draw string in top; regular 50c value; extra special at only..... 39c

### Bedding

85c Bedspreads, of medium size; made of soft cotton; easy to launder; special at..... 59c  
\$1.50 Bedspreads—White crocheted, large size; pretty Marseilles patterns. Special at..... \$1.15  
\$2.25 Bedspreads—Scalloped; cut corners; for large double beds. Special at..... \$1.79  
\$3.75 Bedspreads—Satin Marseilles; scalloped or hemmed; beautiful patterns..... \$2.98  
12 1-2c Pillow Cases, of good quality cotton; size 42x36. Special at..... 9 1-2c  
15c Pillow Cases, well made and nicely finished with 3-inch hem; size 45x36..... 12 1-2c  
45c Sheets, of good weight cotton; size 72x90. Special for the White Sale at..... 33c  
65c Sheets—Seamless; size 78x90; made of heavy linen-finished round-thread sheeting..... 52c  
79c Sheets—Seamless; made of best quality standard round-thread sheeting..... 65c

### White Footwear

Women's White Canvas Pumps that usually sell at \$1.75 a pair; special at..... \$1.29  
Women's White Kid Two-Strap Pumps that usually sell at \$2.50 a pair; special at..... \$1.49  
Women's White Buckskin Button Oxfords and Pumps that usually sell at \$3.00..... \$1.99  
Women's White Satin Pumps that usually sell at \$3.50; special at, per pair..... \$2.45  
Women's White Buckskin Pumps, with low heel and English toe; usually retailed at \$4.00 a pair; special for the White Sale at only..... \$2.95  
Women's White Kid Two and Three-Strap Pumps that usually sell at \$4.00; special at, per pair..... \$2.95  
Men's White Canvas Oxfords, of splendid quality and up-to-the-minute style; \$2.00 value, special at, per pair..... \$1.95

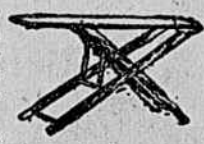
### Extraordinary Values in Girls' and Children's Wear

Girls' \$2.50 White Dresses, of fancy lawn, daintily trimmed with Val. lace; tucked front; sizes 4 to 14 years; special for the White Sale..... \$1.95  
Children's \$1.00 Dresses, of white linen, with square sailor collar trimmed in red and blue; sizes 2 to 6 years..... 89c  
Children's \$1.50 Dresses of white lawn, with embroidery front; high collar; long sleeves; sizes 6 to 14..... \$1.25  
Children's Middy Suits, becomingly trimmed in red and blue; sizes 6 to 12; usual \$1.50 value, special..... \$1.39  
Infants' White Dresses, with embroidery front; sizes 2 to 6; regular 75c value; special at..... 59c  
Infants' Short Dresses, with square yokes, row of embroidery down front; sizes 1 to 2 years; extra good values at..... 25c



### The Big New Store Saves You Money on Household Needs of Every Description

Lawn Mowers—The well-known "Jewel" make, light running, 8-inch wheels; made of the best quality steel; 6-inch reel; roller can be adjusted to cut grass as close as 5-8 of an inch, if desired; \$3.25 value..... \$2.39  
Lawn Swings—Exceptionally well made of hardwood; all parts painted and varnished; \$5.50 value..... \$3.98  
Croquet Sets—Four-ball sets in square box with hinged cover; straight arches; 98c value; special at, per set..... 75c  
Eight-ball sets; worth \$1.25..... 98c  
Window Screens to fit all windows; made of hardwood and best grade wire cloth; special values under from..... 19c  
Ironing Boards—Folding ironing boards, made of selected hardwood; when not in use can be folded to occupy very small space; \$1.25 value..... 79c



Art Glass Domes, consisting of eight panels of curved amber or green art glass, with 4-inch beaded fringe and art glass crown; \$10.00 value; complete..... \$6.98

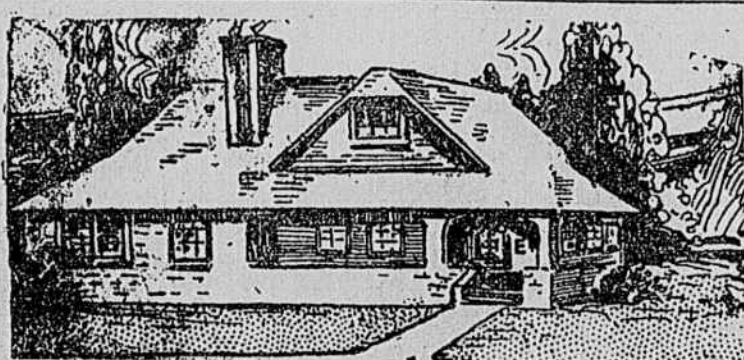
Family Scales—Capacity 24 pounds in ounces; \$1.49 value, special at..... 98c  
Coffee Mills, with glass top; 79c value, at..... 49c  
Cooking Utensils—Enameled—comprising 8-quart cooking pots, 14-pt. dish pans, tea pots, coffee pots, saucepans, pails, etc.; all perfect; values up to 59c; special at, each..... 25c

### Specials in Brushes, Etc.

Toilet Brushes, special at..... 45c  
Shoe Brushes, special at..... 25c  
Wool Wall Brushes, special..... 80c  
Furniture Brushes; special values..... 49c  
Whisk Brooms; short handles..... 10c  
Feather Dusters, special at..... 15c  
Dustless Mops; special values..... 39c

### Wooden and Willow Ware

\$1.75 Kitchen Step Chairs..... \$1.39  
59c Wall Clothes Dryers..... 30c  
59c Oval Wash Baskets..... 39c  
15c Carpet Beaters..... 10c  
Refrigerators—A very large assortment of Refrigerators and Ice Chests, of the best quality and most up-to-date type, is placed at your disposal at Weisberger's. Plenty of styles and sizes to suit every taste and requirement, and at prices to suit every purse.



### Complete Home Outfits At Lowest Prices in the City

Prospective June brides and their fiancés, as well as all other folks who are planning the furnishing of a home, will find the following complete outfits exceptional in quality and value; therefore worthy of their prompt and careful inspection. Liberal terms of credit extended when desired. The big new store's credit prices are lower than cash prices elsewhere.  
3-Room Apartment Outfit, complete with floor coverings..... \$99  
4-Room Bridal Outfit, ready for house-keeping..... \$129.75  
4-Room Colonial Outfit, complete in every detail..... \$210

### The White Sale Offers Many Exceptional Values in White Wear for Men and Boys

Men's Night Shirts, made of fine quality muslin and handsomely trimmed; usually sold at 75c; special for the White Sale at..... 49c  
Men's White Pajamas, of fine soisette and madras; extra well and fully made; usual \$1.50 value; special for the White Sale at..... 99c  
Men's White Shirts, of extra fine quality madras, with laundered cuffs; the best fitting garments and the best values obtainable anywhere at this price..... \$1  
Men's Union Suits, of white soisette; the best fitting Union Suits on the market; especially good values at \$1  
Men's Madras Drawers and Undershirts; the latter open all the way down front; Drawers knee length; per garment..... 25c  
Men's Handkerchiefs—Full size; soft and ready to use; not more than six to one customer; extra special at..... 3c  
White Half Hose are the coolest and most comfortable for summer wear; special values here in white silk lisle; try a few pairs at, per pair..... 25c  
Boys' White Wash Suits, in sizes from 2 to 7 years of age; quality and fit as good as in most \$1.50 suits; special at..... 99c